



In Play

By Jack MacKenzie, Jr., CGCS
North Oaks Golf Club

The other day I had a massage. A deep muscle massage to ease some minor aches and pains I had developed from too much time at the desk and not enough time on the course. Well, it is that time of year you know! Before you folks start calling me a "femboy", let me explain my thought process behind the buff and puff.

For over two months I have been suffering from what I thought was a sciatic pinch pain from my right rump cheek down my right leg to my ankle. Having suffered from lower back pain previously, I thought a couple of chiropractic adjustments would take care of the problem. Imagine my surprise when I was told my back was in good shape and that my problem was a bit lower. In my gluteus maximus to be exact.

Forced to think outside the box, I paid a visit to my new massage therapist. Please picture Fred Flinstone's mother-in-law, or maybe not. After two sessions, a pamphlet on butt stretches, instructions on nutritional improvements and moving my wallet from my right pocket to my left, I am doing well. In fact the only pain in my a** is a year old golden retriever named Nugget. But that is another story.

The moral to this tale is "Think Outside The Box." Massage therapist? Not for me until recently. A same old same old *Hole Notes*? Well not for you any longer. This publication will be "outside the box" from now on.

As a readership and advertising base you are entitled to quality articles on a timely basis. A well-written publication will be well read and thus improve advertising potential. Timely information will be saved and referenced for future use. Member written articles and affiliate background stories will inspire thoughtfulness, debate and future articles. University studies and regulatory notification will be disseminated along with relevant MGCSA and GCSAA Board information.

Future periodicals will be topical. Each month the bulk of the content will be based upon one theme. For example, April's *Hole Notes* will be dedicated to Summer Diseases. Already, several associate and member articles have been committed to this issue. Other issue will focus upon the TROE Center, Irrigation and Drainage, Superintendent Idea's and Construction.

You have all heard the phrase "garbage in, garbage out." This will not apply to our magazine. Together we will produce articles of interest, generate new ideas and share pertinent information. Notice the word OUR? Besides searching for and reproducing web-generated information, I expect some help from you to develop an educational base.

Who else has a feel for the pulse of the industry?

Hole Notes is your magazine. Don't be surprised if I approach you and solicit an article about your particular situation. And affiliate members, if you see something happening that needs publication, it is in your best interest to let me know. Here again, you want your advertising seen. Only by generating an interesting magazine will we embrace a captivated audience.

As I have said before, I am not a clairvoyant! (My former wife knows all about that!) I need help with getting information to paper and then onto press. Any ideas will be evaluated. In fact, even a fun column called "It's In The Hole" has been developed to notify our members about the lighter side of life. Wedding announcements, births, promotions and anniversaries are important. Let's get the word out. And send those photographs! How about pics of the curling tourney or the record fish caught while away from the course. These items will only strengthen the publication!

And speaking of pictures, it is my dream to someday go color throughout and produce a publication worthy of the coffee table in your clubhouse lounge. Impossible? Not hardly. Just imagine the impact this magazine could have on your image.

Our association is only as good as our image. I feel strongly that by promoting our image through the publication of a quality, member-created magazine we can heighten our professionalism to never before achieved limits.

Well, it is high time I get off my butt and do some more stretches. Together, let's think outside the box. Join me in taking this educational and promotional tool to the next level. If you have any concepts, stories or fun facts to share and trade, then drop me a note at jmackenzie426@msn.com



JANE MACKENZIE, president of the Fairway Foundation, accepts a donation from MGCSA president Rick Fredericksen, CGCS. Pictured on the right is Fairway Foundation officer manager Jane DiMenna.